

## Message Text

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SUBJ: COMMERCIAL PRESENCE FAIR - BARI 1976

REF: A. STATE 225725; B. STATE 250598 (NOTAL); C. NAPLES

1143 (NOTAL) AND PREVIOUS

1. SUMMARY. THERE ARE GOOD POLITICAL AND COMMERCIAL REASONS FOR AN OFFICIAL U.S. COMMERCIAL PRESENCE AT BARI IN FALL 1976. HOWEVER, AN EMBASSY POLL REVEALED LITTLE ENTHUSIASM AMONG U.S. COMPANIES IN ITALY MOST LIKELY TO BE INTERESTED. THE NECESSARY MANPOWER TO ATTRACT COMPANY INTEREST AND RECRUIT EXHIBITORS IS BEYOND OUR PRESENT CCP RESOURCES. HOWEVER, IF WASHINGTON PROVIDES US WITH RESOURCES, WE ARE WILLING TO MAKE STRONG EFFORT TO PUT TOGETHER AN EXHIBIT. END SUMMARY.

2. THERE ARE MANY GOOD ARGUMENTS IN FAVOR OF A U.S. PRESENT AT BARI IN FALL 1976;

POLITICALLY,

- OTHER FOREIGN REPRESENTATION IS EXTENSIVE AND WELL-FINANCED, PARTICULARLY AMONG THE SOCIALIST COUNTRIES. THE FAIR MANAGEMENT IS ANXIOUS TO REDRESS THE IMBALANCE CAUSED BY THE U.S. ABSENCE.

- IT WOULD HELP COUNTER THE ADVERSE PUBLICITY ACCORDED TO DIFFICULTIES FACED BY U.S. FIRMS IN THE SOUTH.

- 1976 IS THE 40TH ANNIVERSARY OF THE BARI FAIR.

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- BARI ATTRACTED 3,250,000 VISITORS IN 1975.

- ITALY IS, IN MANY WAYS, TWO COUNTRIES, NORTH AND SOUTH.  
THE SOUTH HAS BEEN LARGELY IGNORED BY OFFICIAL U.S. COMMERCIAL  
ACTIVITY.

COMMERCIALLY,  
- BARI IS AN INCREASINGLY IMPORTANT LINK TO MID EAST AND  
EAST EUROPEAN MARKETS.  
- IN 1975, 12,000 BUSINESS VISITORS FROM 90 COUNTRIES,  
WERE ATTRACTED TO THE FAIR.  
- TWO VERTICAL INDUSTRY GROUPINGS FOR AGRICULTURAL AND  
CONSTRUCTION MACHINERY ARE BECOMING INCREASINGLY IMPORTANT  
IN SALES AND EXHIBIT AREA.

3. ON THE BASIS OF THESE ARGUMENTS WE ARE CONVINCED THAT A U.S.  
PRESENCE AT BARI WOULD SERVE OUR LARGER INTERESTS AND BE  
REASONABLY COMMERCIAL SUCCESSFUL. OUR DECISION TO RECOMMEND  
AGAINST A COMMERCIAL PRESENCE FAIR IS BASED FOR MOST PART  
ON THE RESULTS OF A POLL OF 15 U.S. FIRMS AND ITALIAN REPRESE-  
NATIVES MOST LIKELY TO BE INTERESTED. AMONG THESE FIRMS  
WE FOUND VERY LITTLE ENTHUSIASM FOR A U.S. EXHIBIT. A) LARGE  
U.S. FIRMS (WORTHINGTON, SNAP-ON-TOOLS, CATERPILLAR) FEEL  
THAT FOR IMAGE PURPOSES THEY MUST HAVE THEIR OWN STANDS AND  
THEY WOULD BE UNWILLING TO PAY AGAIN TO PARTICIPATE UNDER  
THE U.S. BANNER. B) ITALIAN REPRESENTATIVES CITE THE SAME  
SITUATION AND ADD THAT THEY MUST ALSO CONSIDER THEIR NON-US  
PRODUCT LINES. C) OTHER FIRMS (A MINORITY) DO NOT PARTICIPATE  
AT BARI AT ALL BECAUSE OF LOW COMMERCIAL PAYOFF RELATIVE  
TO MORE VERTICAL FAIRS.

4. WITHOUT EXTENSIVE WASHINGTON AGENCY SUPPORT TO RECRUIT  
U.S. COMPANIES AND PROVIDE DISPLAYS, WE DO NOT HAVE SUFFICIENT  
COMMERCIAL MANPOWER UNDER COUNTRY COMMERCIAL PROGRAM TO DIVERT  
TO THE MAJOR EFFORT REQUIRED TO FIRST INTEREST, AND SECOND,  
RECRUIT, AT LEAST 25 FIRMS TO A U.S. EXHIBITION AT BARI.  
TWENTY-FIVE WOULD BE THE MINIMUM NUMBER OF EXHIBITORS NECESSARY  
TO BRING THE PRO RATA COSTS TO A REASONABLE FIGURE (SPACE COST  
ALONE WOULD RUN ON THE ORDER OF \$50,000) AND TO COMPETE  
RESPECTABLY WITH WELL-HEELED OTHER FOREIGN EXHIBITIONS.

5. THIS LONG REPLY IS INTENDED TO SHOW THE IMPORTANCE WE ATTACH  
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TO BARI. IF WASHINGTON AGENCIES AR IN A POSITION TO PROVIDE  
THE NEEDED SUPPORT, WE COULD GO AHEAD WITH EFFORT TO ORGANIZE  
U.S. PRESENCE AT BARI EXHIBITION IN 1976. THE RESOURCE COST  
IN ITALY, IN THE FORM OF WASHINGTON HELP, WOULD BE APPROXIMATELY  
ONE MANYEAR (1/2 U.S., 1/2 LOCAL) TO BE MADE AVAILABLE  
BY MID-JANUARY 1976 AT THE LATEST. OTHERWISE THIS MANYEAR  
WOULD HAVE TO COME LARGELY OUT OF FY 76 CCP RESOURCES, WHICH  
ARE ALREADY FULLY PROGRAMMED.VOLPE

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